

Maryland Marketing Partnership Meeting September 14, 2018

Board Members in Attendance:

Chairman Mike Gill
Henry Fawell
Keasha Haythe
Sen. Cheryl Kagan
Ammanuel Moore
Marcus Stephens
Angela Sweeney
Aaron Tomarchio
Tom Sadowski

Members Attending by Phone:

Leonard Raley
Laura Van Eperen

Board Members Absent:

Del Kris Valderrama

Staff Members in Attendance:

Allison Mayer
Sherri Diehl
Liz Fitzsimmons
Carolyn O'Keefe
Lutisha Williams
Bill Chen

MEETING COMMENCEMENT

The meeting began at 2:07 p.m. in the meeting room of the Bygone Restaurant, 100 International Drive, Baltimore, MD.

I. CALL TO ORDER

Chairman Mike Gill call the meeting to order at 2:07 p.m.

In his brief remarks, Chairman Gill reflected on "Open for Business" and what has been accomplished to spread Maryland's message to decision-makers in key industry sectors. He also noted that Commerce's Division of Tourism, Film and the Arts will be launching their "Open for It" advertising campaign in the spring 2019.

Ms. Fitzsimmons added that tourism's annual ad spend of \$2.5 million in the marketplace aligns with the business campaign and will help with brand lift. Mr. Stephens added that the "Open" message is a good concept to link economic development and tourism together. Chairman Gill introduced MMP host speaker, Mr. Junaid Siddiqi, and thanked H&S for hosting the meeting.

II. HOST SPEAKER - H&S Properties

Mr. Siddiqi spoke about the investment H&S Properties has made in the Harbor East area and the economic impact it is having on Baltimore City and the state as a whole.

III. Approval of Minutes of February 16th Meeting

Ms. Mayer asked for a motion to approve the minutes. With Mr. Sadowski moving to approve the minutes and Ms. Sweeney seconding the motion, the minutes were unanimously approved as submitted.

IV. Administrative Matters

Ms. Mayer provided the financial report in Mr. Raley's absence.

a.) Financial and Fundraising Updates

On the revenue side, there is an additional \$1 million from the FY2019 state appropriations not reflected as it has not been drawn down. She also mentioned that contributions from the partners are still coming in. From the last meeting, the MMP has collected over \$900,000 in contributions from the partners. On the expense side, since February the expenditures are just over \$600,000 in paid media and web services, which included migrating the MDBiznews blog to the Open website, as well as \$127,000 in expenses related to the Maryland BIO Pavilion, leaving a balance of \$3.06 million.

Ms. Mayer directed members to a preview of the Maryland Marketing Partnership website under development. It will show who the board members are and their contact information and what the partnership is doing. Ms. Sweeney commented on asking the members to tap into their connections/stakeholders.

Sen. Kagan asked how long the partners agreed to their commitment and how to approach new prospects. Ms. O'Keefe responded that the commitment periods range from three to five years. Ms. Mayer expressed that approaching partners is very different now that the campaign is developed and running for over a year. Mr. Moore mentioned the "Open for Business" ad placement in *Site Selection's* special issue on the Amazon HQ2 project as a great example for approaching new prospects.

b.) Election of Officers

Ms. Sweeney spoke on behalf of the nominating committee of new officers. Ms. Sweeney expressed that the potential new slate of officers will take effect on December 14, 2018. The committee's recommended slate of officers was: Mike Gill, Chairman; Laura Van Eperen, Vice-Chairmen. Aaron Tomarchio, Secretary, Leonard Raley, Treasurer.

Mr. Stephens moved to accept the new slate of officers with Mr. Sadowski seconding the motion. The motion passed unanimously.

V. Open for Business Campaign Update

Ms. Diehl reviewed the MMP's advertising efforts in 2018, with a spring advertising flight and a fall flight that had just gotten underway. The campaign included an integrated mix of digital, print, out of home, radio and event-based advertising and marketing tactics. Since February, approximately 313,000 visitors came to the open.maryland.gov website, out of which 78% visited on a mobile device.

Ms. Mayer mentioned meeting with HZ over the summer on how to move the campaign forward,

including the possibility of allocating a portion of the budget on a talent retention and attraction campaign. Mr. Stephens recommended compiling a data dashboard to share with the Board to help make decisions.

VI. Good of the Order

Ms. Fitzsimmons announced the upcoming Fleet Week and Air Show in Baltimore, October 3 – 9, 2018.

VII. Next Meeting

The next meeting is scheduled for Friday, December 14, 2018. Location to be determined.

VIII. Adjournment

Ms. Sweeney moved to adjourn with Ms. Haythe providing a second. The meeting adjourned at 3:45 p.m.